List Service

Description

Customers have a need to query a service from external sources that returns the list of targets included on a list. This would be used to get the persons included on the list for marketing activities outside of IH products.
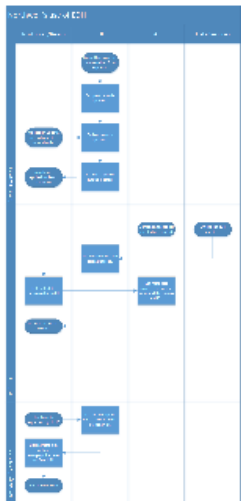
Customer Use Cases

Northwell

Northwell and their marketing agency, Reach, will use lists created in AI to execute marketing campaigns to the identified targets. Reach is keeping a database of persons on their side in addition to EDH person database. Northwell/Reach send periodic utilization updates to IH for inclusion/addition to the EDH database. IH supplies Reach with the change capture output so that Reach can sync up their data with the changes made from these updates. Then, Northwell marketers use AI to create lists of marketing targets. Within AI, they only have the permissions to pull a list and do not have the rights to download a list. Reach can use the AI API to pull list names and IDs. A new service is now needed to supply the persons on that list. Reach would query by list ID and the response must include at least the Reach IDs of the persons on the list requested.

AI/Predict List API Documentation

Northwell Workflows Diagram

Service Parameters

Input	Required	Notes
Client ID	Yes	Service consumer will include the IH client ID.
List ID	Yes	The ID of the list desired. Can be queried from from the AI API.
Source ID	Optional	The ID of an external source of person ID to include along with the IH person ID.

Output	Notes
List ID	The ID of the list being returned.
Person ID	The IH ID of the persons included on list. GUID
External ID	The ID related to Source ID in request for each person on the list. Only included if 'Source ID' populated in the request.

Attachments

File	Modified ▲
❯ 🖼 Northwell EDH Flows.png	Nov 01, 2017 by Kirk Alford
❯ 📎 Northwell EDH Flows.vsdx	Nov 01, 2017 by Kirk Alford

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